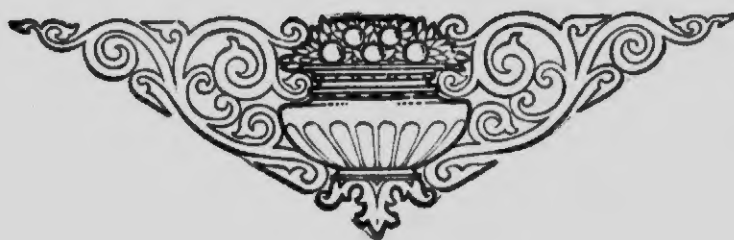
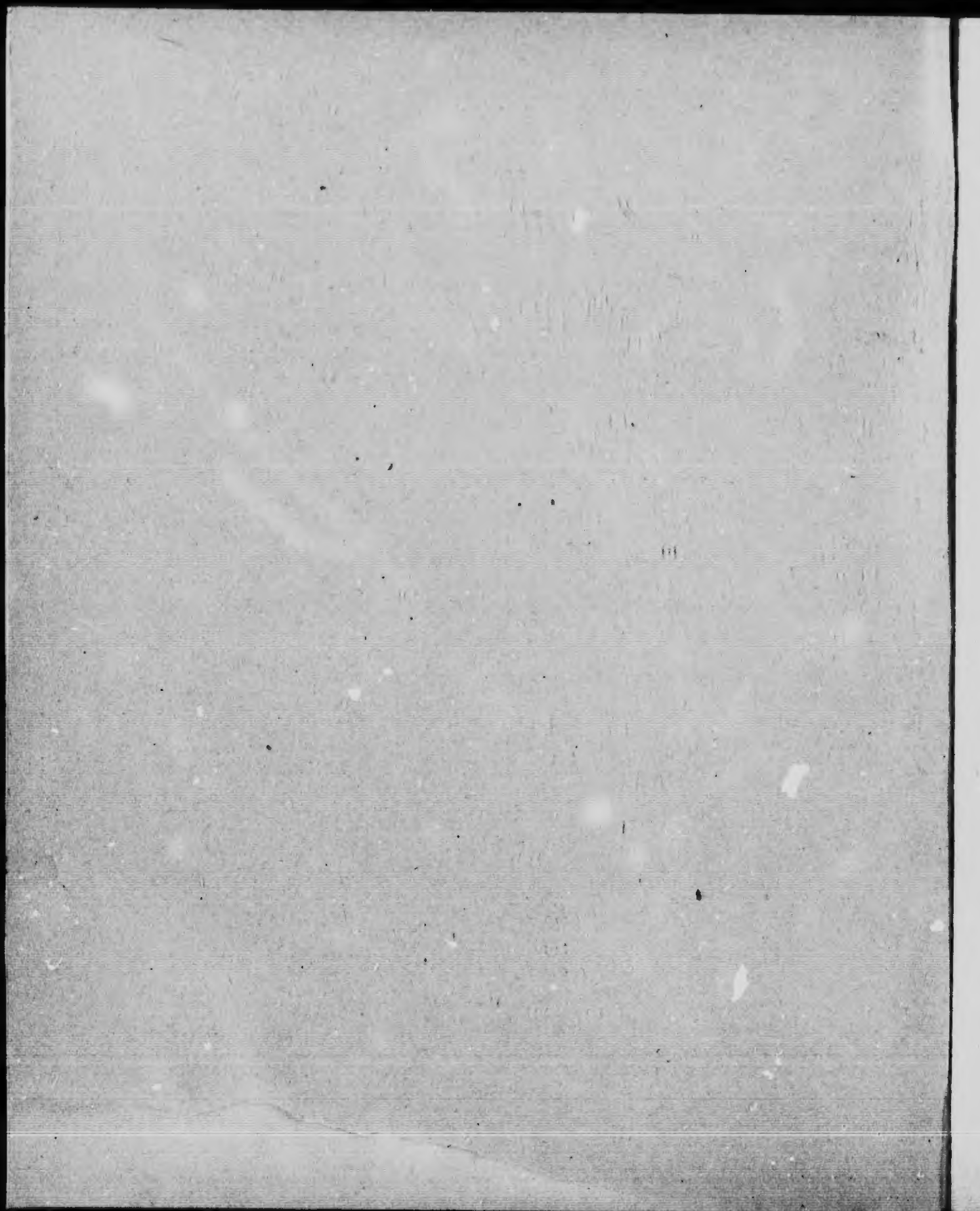


— 24 —

CANADA
AND THE
TELEPHONE





Canada and the Telephone

*"The 19th Century belonged to America,
but the 20th Century belongs to Canada"*

Canadian Independent Telephone Company, Limited
Toronto, Ontario

TA6026

225

1910

fol.



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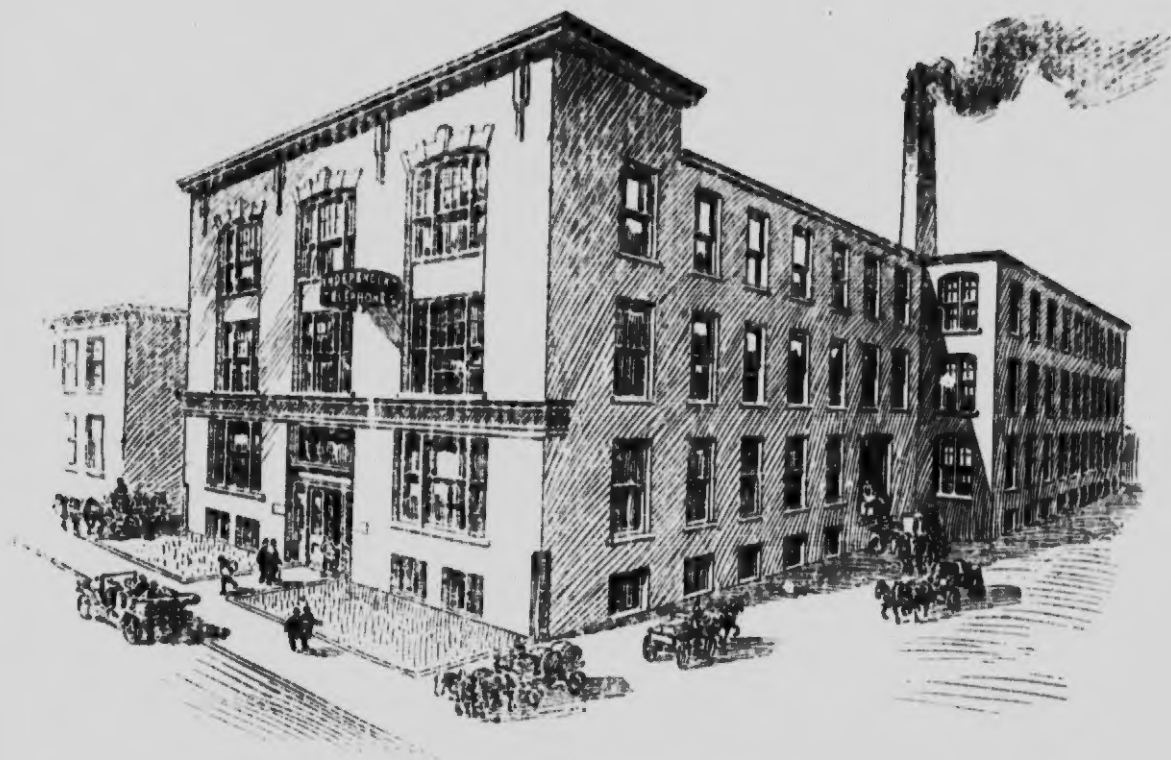




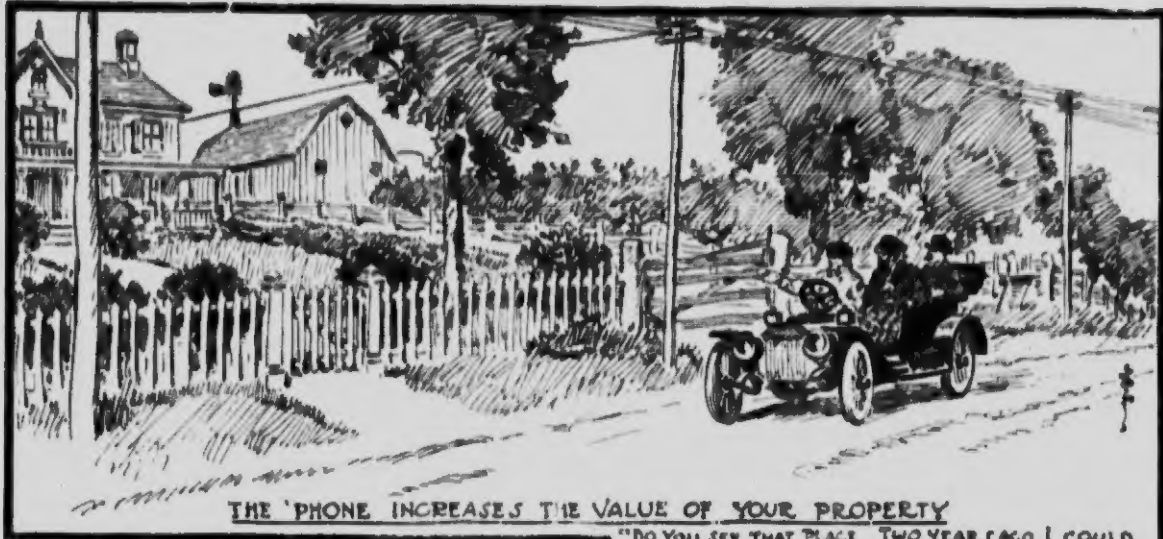
It may be truthfully stated that there are few inventions so widely used as the telephone about which the people generally have such slight knowledge, either as regards the history and development of the invention or its real importance in the everyday life of mankind.

¶ Prompted by the feeling that such information reliably stated would be of interest to the public generally, especially at this juncture when this field of invention is about to pass into its most significant stage of development, we have provided the following pages which may be considered introductory to a general treatment of the subject.

Canadian Independent Telephone Company, Limited.



Pen and ink sketch of factory premises, 18-20 Duncan Street, Toronto, occupied exclusively by
CANADIAN INDEPENDENT TELEPHONE COMPANY, LIMITED
in the manufacture of telephone equipment.



The telephone, Canada's greatest invention. Control of the original patents made millions for Americans.

"DO YOU SEE THAT PLACE. TWO YEARS AGO I COULD HAVE BOUGHT IT FOR \$4800. SINCE THEN THEYVE GOT TELEPHONE CONNECTION THROUGH HERE, AND LAST WEEK THE OWNER REFUSED \$6000 FOR IT."

In the year 1875 Canada invented the telephone. In the year 1910 there is being erected a beautiful memorial at Brantford, Ont. in commemoration of that event, and *one other*.* And well there may, for of all the inventions of man, the telephone is one of the most important.

Like most of the really great inventions, the telephone did not receive instant recognition. It looked so simple and toy-like that the inventor struggled for some time to bring to the attention of capital and mankind in general, the great possibilities and benefits to be derived from its use. Even now, after hundreds of millions of dollars have been invested in the business and millions of telephones are in use, many of our people fail to see in this invention its true possibilities, its great economic features, its wonderful influence upon civilization and its far-reaching connection with all the future of mankind.

Dimly recognized as this is, still the past fifteen years has seen profitably invested in the telephone business billions of dollars. Its use has encircled the world and in every civilized country may be found progressive people using the telephone; business and professional men, farmers and frontiersmen all alike enthusiastic in its praise.

Strange as it may seem, Canada, the "mother of telephones" (both manual and automatic) until recently, has been slow in recognizing and applying this wonderfully simple yet strangely efficient invention. Thousand of homes and business places in Canada are to-day without its use, when for a few dollars each, they could be placed in quick and easy communication with their associates and neighbors.

* It is a strange coincidence that the means of supplying automatic telephony was invented by Brant County boys, the Lorimer Brothers, whose patents for Canada are controlled by the Canadian Machine Telephone Company, Limited, of Toronto. This company has installed a fine automatic telephone system in Brantford, and the Citizens' Committee having the Bell Memorial in charge has wisely decided to give proper recognition to this important invention by an inscription upon the Memorial. Funds with which to pay the great cost of the experimental and development work necessary to bring out a successful automatic telephone system were contributed by Canadian shareholders, and to Canada properly and to Brantford especially belongs the credit of inventing both the telephone and automatic telephony.



IF I'D
KNOWN
THAT
GITS WERE
SELLING AS
LOW AS 35 CENTS
I'D NEVER HAVE
HAULED THEM ALL THE WAY TO TOWN TO-BUY."

"Gentlemen,—

You are doing good work and deserve encouragement. The telephone is a great thing. My sister lives 8 miles in the country. For years I urged them to instal a telephone. They objected to the expense (\$12.00 a year). Now they have had one for two years and her husband declares that it saves him the price of a hired man."

Strange as it may seem, there are those who still fail to understand and avail themselves of the benefits of almost instantaneous communication with the doctor, the market, the lawyer and, most important of all, their neighbors. But this condition is fast changing. Canada has at last awakened and the march of progress which is now well begun is sweeping over the Dominion at a rapid pace. Five years ago the Bell Telephone Company had a practical monopoly of the Canadian telephone business. Now three great Western provinces are furnishing to their citizens Government-owned and Government-operated telephones, and over 450 local independent telephone companies and associations are not only successfully serving the neighborhoods in which they are located, but are connecting up one with the other and extending their lines into neighboring localities in order to increase their profits and their usefulness.

This movement in Canada has only just begun. It is as certain to sweep over the entire Dominion as it is certain that the business is profitable and the service convenient and necessary to its patrons.

The development of the independent telephone business in the United States is marvelous. Statistics show that the State of Iowa has one telephone to every eleven people. The State of Ohio has one telephone to every thirteen people. The State of Indiana has one telephone to every twelve people, and so the list goes. Recent press reports divulge the fact that the great banking house of J. P. Morgan & Company, of New York, has lately paid something over \$7,000,000 for only a portion of the independent telephone properties in the two States of Ohio and Indiana.



*The use of a telephone often saves many times its price
—quick work, ready information—help in time of need.*




A \$50,000,000 company has recently been incorporated for the leasing and operating of the independent long distance telephone lines in the United States, and all of this marvellous development has come from the efforts of progressive builders and users of independent telephones.*

While the telephone monopoly existed the business developed very slowly. When competition came, the business increased very rapidly. This is nowhere better illustrated than in the City of Brantford, Ont., "the home of the telephone," where the Bell Telephone Company for years owned and operated a local battery telephone system, serving about 500 subscribers. During this period the city was disfigured by a network of overhead wires supported by poles, many of which had outstood their period of safety, and yet (owing to the limitless power of the Bell charter) the city council and mayor were powerless to influence or control.

Presently Brantford, after careful investigation and consideration, granted a franchise to the Canadian Machine Telephone Company, Limited, of Toronto, to install and operate an inde-

* The term "Independent telephones" is here used to designate all of those companies and associations under whatever name they may be incorporated, which are locally owned and managed, the general term "Independent" being used to distinguish this entire group from the telephones owned and operated by the Bell Telephone Co., which until recent years held a monopoly of the telephone business.



11.55 PM "HERE'S A TELEGRAM FOR JONES. HE LIVES TEN MILES OUT ON THE RIDGE ROAD AND I CAN'T SEND OUT THERE AT THIS TIME OF NIGHT. IF HE ONLY HAD A PHONE"

NEXT MORNING
"IF I'D GOT THIS LAST NIGHT, I COULD HAVE CAUGHT THE EARLY TRAIN, AND NOW THERE'S NOTHING TILL THIS EVENING"

"Gentlemen,—
Your telephones are giving good satisfaction. We have three other makes on our lines and your phones are by all odds the best."

"SAY MR JONES, I'VE GOT A TELEGRAM HERE FOR YOU FROM — ETC. ETC."

AS IT MIGHT HAVE BEEN

From another enthusiastic user of our telephones :—
"Gentlemen,—
I congratulate you on the splendid service they (telephones) give."

pendent automatic telephone system. Immediately the Bell Telephone Company began to bestir itself. A new central office building was erected. A new central-energy manual switchboard was installed. The unsightly poles and wires came down and a new underground cable system was laid. To-day the Bell Telephone Company boasts of a Brant County connection of over 1,300 telephones. They are advertising Brantford as their banner telephone city of Canada. *What did it?* The answer is apparent,—COMPETITION.

Upon obtaining a franchise, the Canadian Machine Telephone Company, Limited, proceeded to construct a modern fire-proof central office building and install an up-to-date Lorimer automatic telephone system with underground cable distribution. The Bell Company was forced to do its best, and as a result Brantford now has over 1,800 city telephone subscribers, with rural connections of over 2,000 additional, as against 500 subscribers under monopoly.

Brantford is rid of its inadequate, inefficient, telephone service and the dangerous, unsightly poles and network of overhead wires. There are now two beautiful modern telephone buildings, and in less than one year hence, Brantford (a city of about 20,000) will be using nearly 3,000 city telephones, or one telephone to every seven inhabitants. Los Angeles, California, has one telephone for every three and a fraction people. One city in the United States has one telephone to every five inhabitants. Several other cities in the United States have one telephone to



GET YOUR THRESHING GANG BY 'PHONE INSTEAD OF WASTING YOUR TIME DRIVING ALL OVER THE COUNTY

"WELL, BILL, I'M SORRY, BUT WE CAN'T GET OVER TO YOUR PLACE TILL WEEK AFTER NEXT. WE'VE GOT THREE DAYS' WORK HERE YET, AND THEN WE'VE PROMISED TO THRESH FOR A COUPLE OF FELLOWS UP THE ROAD."

"Gentlemen,—

We have received your telephones . . . and they are far and away ahead of . . . Since your phones have come in this section there has not been any other sold through here. Yours are louder talkers and better ringers. I installed them myself and every one works perfectly."

every six inhabitants, and one telephone to every eight or nine inhabitants in cities in the United States is not uncommon, but this is only true of cities having competition in the telephone busi-

At Brantford, both telephone companies are making money. Both companies are giving good service: one company using the old style manual system: one company using the new style automatic system. The city is greatly benefitted. The patrons are pleased, and what telephone competition has done for Brantford, it will do for a thousand cities and villages in Canada, even as it has for 10,000 places in the United States.

All that has been said of Brantford (and more) can be said of rural Canada. To-day over 450 independent telephone companies and associations are profitably serving communities where telephone service was unobtainable from the monopoly except at prohibitive prices. The Canadian Independent Telephone Company, Limited, of Toronto, is supplying many of these local companies with the very best telephones, switchboards and construction material that money and inventive genius, combined with telephone experience can devise.



"I WISH I KNEW HOW MOTHER WAS TO-DAY."

THE 'PHONE BANISHES LONELINESS AND RELIEVES ANXIETY

These 450 local communities, tired of waiting for the benefits of the telephone, have organized and equipped their own telephone systems, which have proven both profitable and highly satisfactory and are from year to year growing much beyond the bounds originally anticipated.

What is true of these 450 local companies, will be true of several thousand more yet to come. It has been said that before the end of the present century, Canada will maintain 50,000,000 inhabitants. Canada to-day has less than 250,000 telephones as against nearly 7,000,000 telephones in the United States, where the average is about one telephone for every fourteen inhabitants, and the increase is still rapid, eminent experts claiming that the service will not reach its maximum until there is one telephone in use for every five or six people. With this applied to Canada, as it no doubt should, there would now be in use in Canada, over 1,000,000 telephones as against less than 250,000.

The 450 local Canadian telephone companies have found that they are able to furnish good telephone service and pay dividends of from six to ten per cent. per annum on the necessary capital invested. Some are paying as high as fifteen and even twenty per cent. on their capital stock, and in the end, as the population increases, they will find great value in the franchises which they have developed and held.

To say that this work will not be generally taken up and extended all over Canada, even as it has been in the United States, is to say that the Canadian people are slow, and lack enterprise, that they do not recognize the opportunities for investment, and have no interest in the



"Gentlemen,—

We have had one of your telephones for one year. It has saved the life of one horse worth \$200 and fully \$50 worth of time. It cost me \$15."

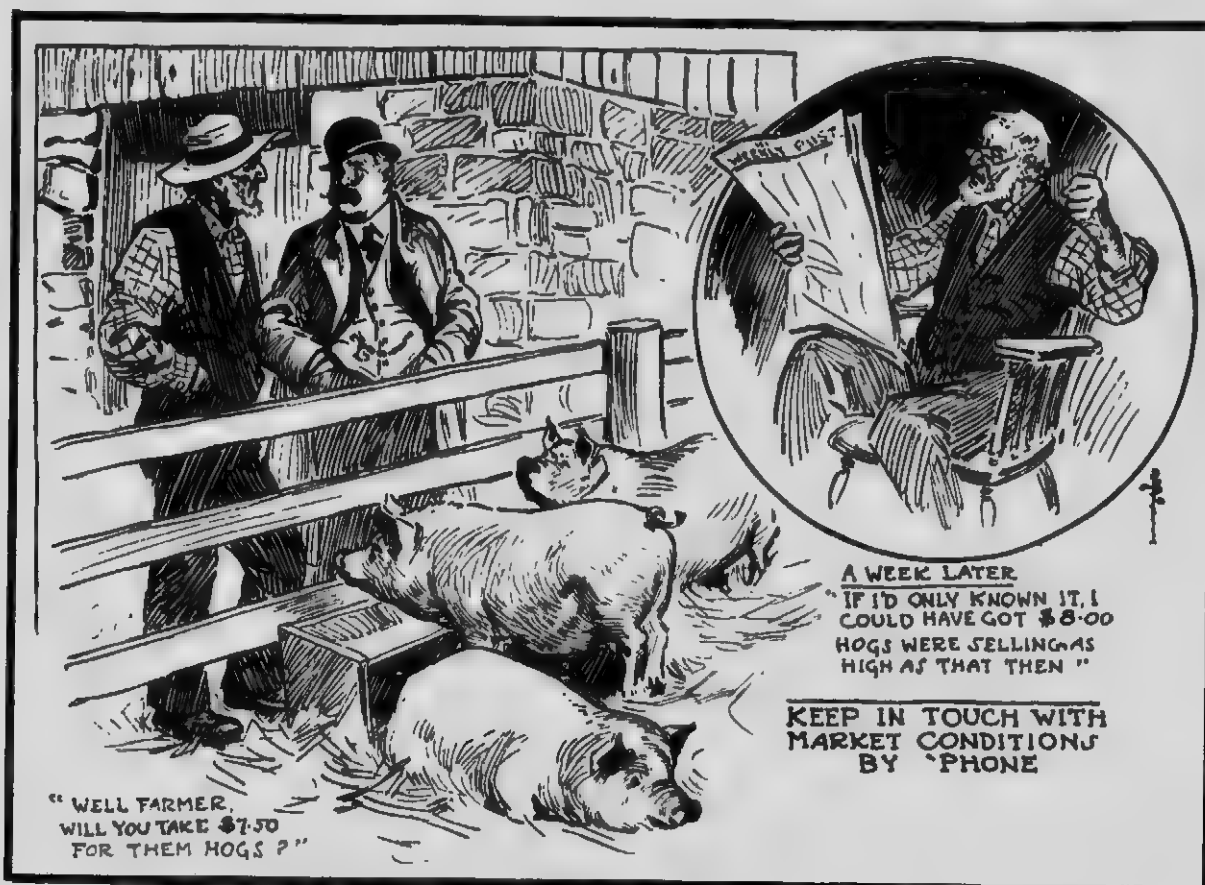


"Gentlemen,—

After trying several other makes, we have decided to use Canadian Independent telephones, and you may depend upon our business from this time on."

advancement of the community in which they live; for no investment of equal amount does so much for the social and business advantages of a community as does the telephone. Farmers especially are benefitted by its use. Many a long and dreary drive is saved. In case of accident, of fire, of sickness, in need of help or information, the telephone is your ready, willing servant. It saves time, saves money, eliminates distance, increases your earning capacity and places you in command of ready means of communication with your entire community; and all of this for a mere pittance each year in the form of rental and a small profitable investment in the way of capital account with which to pay for the installation of the system.

This money, with which to install the local service, is usually supplied by the residents of the community in which the independent system is being installed. This is as it should be. Each locality should build and control its own telephone system, and manage it to suit the local needs. As above stated, the investment will prove permanently safe and profitable, and your locality will be greatly benefitted.



In the cities and the large villages, the investment will run into considerable sums of money, but it will be found profitable if the business is conducted on conservative lines. In centres where 500 or more subscribers can be obtained, the Lorimer Automatic Telephone System should be installed. The larger the city, the more important this becomes, because of the improved service and the economy of operation. In rural communities, the magneto manual system will be found the safest and most economic. We manufacture and supply both of these systems in their entirety, and are prepared to make prompt delivery of any reasonable orders, as we now have in our factory goods manufactured and in process of manufacture in large amount. We also carry a full stock of all telephone supplies and construction material.

We furnish upon request, complete information telling how to build and equip rural telephone systems. We have in our employ, telephone engineers, second in ability to none, and are prepared to furnish both engineering and financial advice and assistance to any and all communities wishing to install a local telephone service, either automatic or manual.

Our company is incorporated under a Dominion charter, and has broad operating powers. We are in a position to co-operate with communities now suffering from exclusive franchises (no more of these should ever be granted in Canada), and we are especially desirous of meeting and corresponding with representative men from the various cities and villages throughout Canada where opportunity now exists for organizing and financing local telephone systems. We have no



"WE CAN'T DO ANYTHING TO-DAY WE'RE NOT A QUORUM. TRUSTEES BROWN AND JONES ARE NOT HERE AND WE'LL HAVE TO HOLD ANOTHER MEETING."

THE 'PHONE WOULD SAVE RURAL SCHOOL TRUSTEES MUCH TIME AND KEEP THEM INFORMED ABOUT SCHOOL MATTERS

"Gentlemen,—

"I must say your telephones give perfect satisfaction. All subscribers are well pleased with them. . . . In conclusion allow me to thank you for the interest and the encouragement you have given us and your promptness and readiness in giving explanations to uninitiated men, as we are, in this modern convenience."—From a Maritime Province customer.



hesitation in saying to the people of Canada, that many local opportunities do now exist for procuring such local franchises, and making profitable investments in the telephone business, and that these local franchises, if developed, will in no distant day become of great value, just as they have in Ohio and Indiana. The aggregate capital necessary to take advantage of all this will run into many millions of dollars, but the amount necessary to supply each individual with a telephone is small, and the earning power of each telephone is comparatively large.

Experience has shown that the telephone business and telephone securities suffer less in times of financial depression than that of any other public service corporation, the reason being that the investment per individual user is small; depreciation is light; and the further fact that when a person is once accustomed to the use and benefits of telephone service, that person



"IF ONLY ANNIE HAD A 'PHONE WE'D HAVE CALLED HER UP AND GOT HER TO COME OVER HERE TONIGHT. WE'D HAVE HAD SUCH A GOOD TIME, AND SHE'LL BE SO SORRY TO MISS SEEING YOU."

THE 'PHONE IS A PROMOTER OF SOCIABILITY

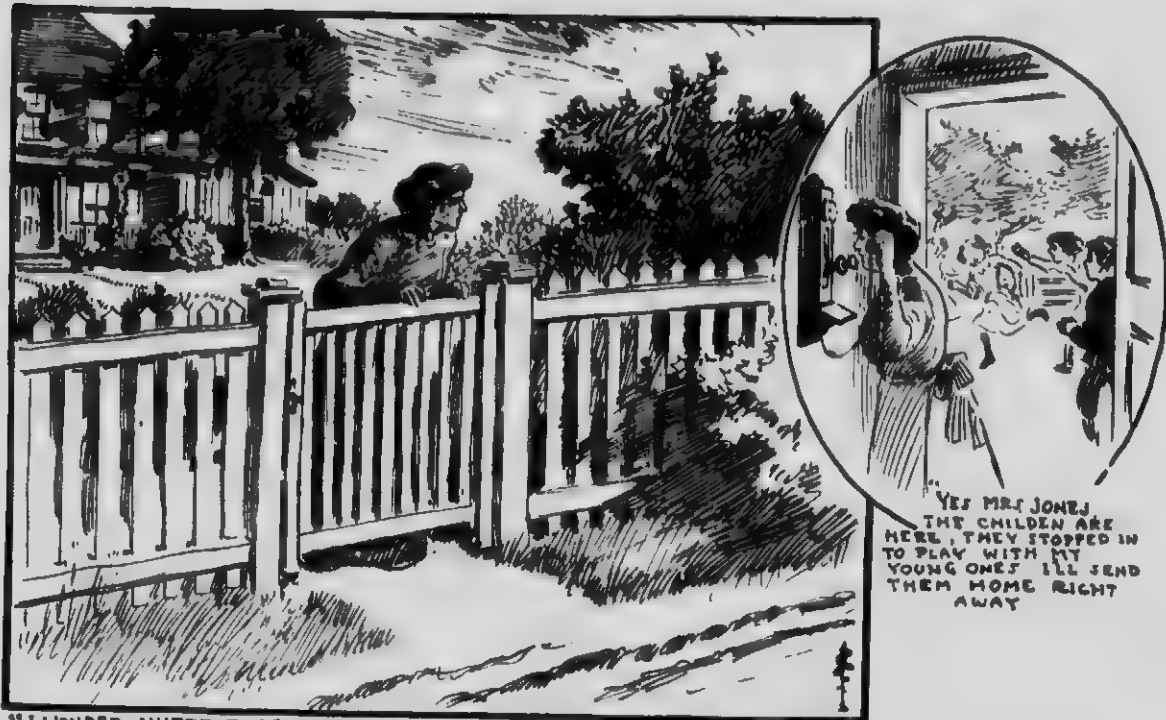
will always insist upon employing the same on account of the convenience and great economy afforded. It is therefore safe to make the investment, as it will prove permanently profitable and the financing of the various local companies is not difficult or hazardous.

Our company has recently acquired full control of the Canadian Machine Telephone Company, Limited, and we are well equipped to manufacture and supply all the telephones, both automatic and manual, required by the independent telephone movement in Canada. We are constantly increasing our manufacturing facilities by the addition of new and up-to-date factory equipment.

During the past three years we have supplied thousands of telephones and large numbers of switchboards to the various local telephone companies referred to above. Our telephones and switchboards are in use from British Columbia to Cape Breton, and even Newfoundland, and are giving universal satisfaction.

We have taken the liberty of quoting a few of the many letters which we have received from satisfied customers who are using our telephones. We regret that we have not the space to print many more.

As stated above, we are increasing our manufacturing facilities, with full faith in the future great development of the independent telephone business in Canada, and we invite your correspondence and co-operation. All of our telephones are new. We do not deal in cheap or second hand goods. We have no out-of-date or antiquated telephone systems to take down or replace. We have no made over telephones to ship out to the public. All of our telephones are sold under a guarantee which will be carried out in good faith.



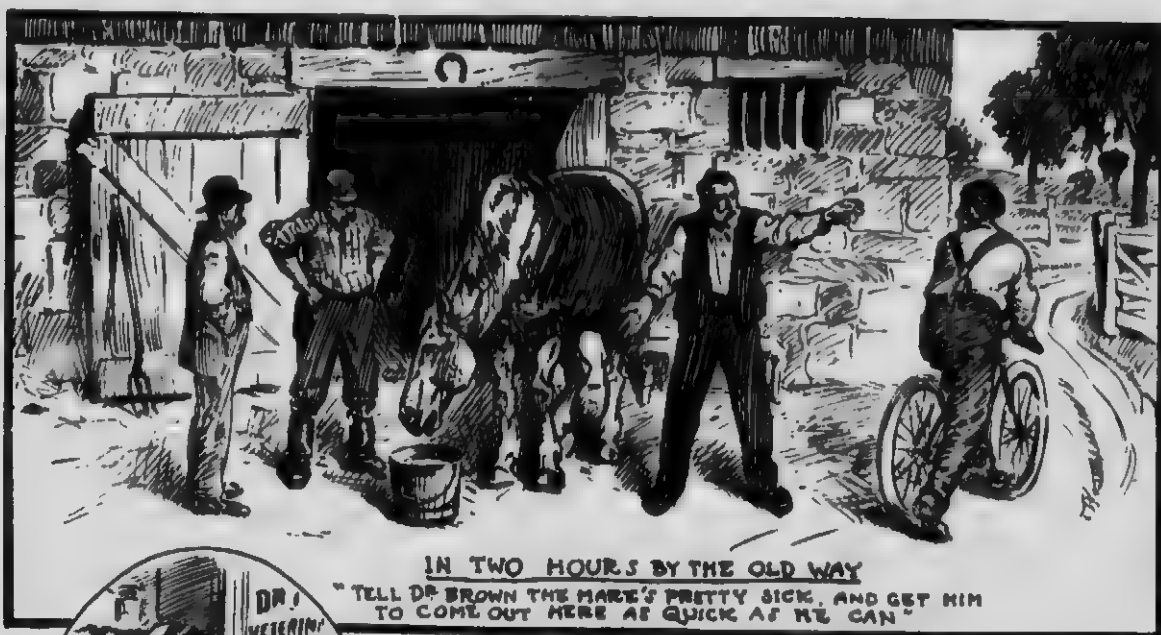
"I WONDER WHERE THOSE CHILDREN ARE. THEY SHOULD BE HOME FROM SCHOOL BY NOW. IT'S GETTING TOO LATE FOR THEM TO BE OUT."

NO WORRY ABOUT YOUR CHILDREN'S ABSENCE IF YOU HAVE A 'PHONE

At the time of organizing our company and undertaking to provide for the people of Canada independent telephone equipment manufactured in Canada, we determined to produce a grade of equipment which should be equalled by few and excelled by none. We have employed the most skilled experts, and have taken full advantage of the experience of manufacturers by improving upon their product. We use only the best of materials, and with the facilities with which we have equipped our factory, we can ensure to our customers uniformity of quality in all our telephones.

Our company has devoted special attention to meeting the requirements of rural companies, our object being to provide the farmer as well as the city resident, with the most up-to-date apparatus. We have recently produced a bridging magneto telephone which is the best developed instrument upon the market, comprising as it does the very latest improvements known to the art.

Our company carries a full line of telephone construction and maintenance supplies, and will be pleased to furnish descriptive literature, detailed particulars and prices upon request for the same. All persons interested in the development or operation of local telephone systems are cordially invited to correspond upon any subject about which they desire telephone information. In this connection, it may be stated, our company is in a position to furnish particulars in regard to every detail requisite for the organization, incorporation and establishment of local or rural telephone service, including specifications, draft forms of by-laws, contracts, etc. All enquiries will receive prompt and courteous attention.



From a satisfied customer:—

"We have found the 5 bar bridging telephone made by the Canadian Independent Telephone Co., of Toronto, entirely satisfactory. It is a good talker, a good ringer and what is very important, seldom goes out of order. You will not make any mistake if you use this telephone.

"Freight rates, import duties and delays are objections to foreign makes."

As heretofore stated, the Lorimer Automatic Telephone System should be installed in cities and towns where 500 or more subscribers can be obtained. Its advantages over the manual system are many, the chief of which are:

Improved service.—Secret communication.

Uniform service.—Always ready, day and night, Sundays and holidays.

Quick service.—The satisfaction of knowing when you call that you get the number called or know the truth as to the line being busy.

Our company is prepared to furnish full detailed information in regard to the cost of installing this or any other system of telephony in a given locality, and we will be pleased to correspond with interested parties with a view to such undertakings.

The commercial and industrial development of Canada during the past few years is almost without parallel in the world's history, while in every part of the Dominion, present conditions



point to an expansion in the future so vast that it is difficult for the average mind to estimate its proportions. This development comes only with added population. Added population means added telephones, and with this in view and the advantages which are offered, we submit the following statement of independent telephone conditions in the United States for the consideration of thoughtful residents of Canada, where the independent telephone movement has taken firm hold and will surely develop in equal proportions.

"The telephone field, although one of our most modern industries, is one of the largest and most important, and it is most closely connected with the daily life and business affairs of the nation. While electric light, gas and street railway plants are to be found only in the larger cities, telephone systems cover almost every town and village and are rapidly spreading over the rural communities, as well. The independent telephone field alone represents some \$500,000,000 of invested capital and embraces over 15,000 companies, operating 20,000 exchanges and employing over 200,000 men.

"It expends \$50,000,000 annually for apparatus and supplies, while its employees devote as much more to their personal requirements and a like amount to their families and homes.

"There are fewer failures among telephone companies than there are of national banks,—in fact, throughout the hardest times, they experienced but few reverses, and the majority paid as good or better dividends than before.

"Over 100 new companies are organized every month, and this ratio is expected to increase rather than diminish during the prosperous times to come.

"The employees of the telephone field are men of ability, well-paid, well-clothed, well-fed, and well-housed. They buy for themselves and their homes all of the commodities and luxuries which ordinarily appeal to intelligent and prosperous men of affairs."



Remunerative Features of the Telephone Business

The remunerative feature of the independent telephone industry is one that has not hitherto received the attention from Canadian business men which its importance merits. The following points are suggested as being of interest:

1. The telephone requires a smaller investment per capita to serve a community than any other utility, hence the interest charges are less.
2. A modern telephone plant is more permanent, less liable to deterioration through mechanical motion than any other public utility, therefore the cost of maintenance and depreciation is lower.
3. It has been demonstrated by experience in the United States, during recent years, that the growth of the business and earnings of a telephone company are little affected during periods of financial depression.
4. As a permanent investment there is no business which can appeal so favorably to the public as a modern telephone system.
5. An independent telephone system affords an opportunity for local people to control their own service, and it has been fully demonstrated that with modern methods of construction and existing types of apparatus, a group of average business men in any town or village can establish a telephone system and carry on the undertaking more economically and to the greater satisfaction of the public than any monopolistic corporation has ever succeeded in doing.



IF YOU WANT TO TALK TO THE MINISTER



GET HIM
BY THE 'PHONE

In Storm or Shine.

THE BLACK DONALD GRAPHITE CO., LTD.,
Miners and Refiners of Flake Graphite (or plumbago),
Calabogie, Ont., 3rd Dec., 1909.

The Canadian Independent Telephone Co., Ltd.,
Toronto.

Gentlemen,—

It gives us pleasure to state that the long distance telephone service supplied us by your company, and installed over a year and a half ago by us, is giving us perfect satisfaction in every particular.

This service extends from our office to our mines, fourteen miles distant, and we have five 'phones in all connected with the main office.

Up to this writing we have not expended one penny in breakage or repairs, and there has not been a minute, during that time, day or night, when we have not had perfect service and a thoroughly satisfactory use of our entire system.

Even during the worst of bad stormy days our service has not been in any way affected, and we are often surprised at the results we are able to obtain under adverse weather conditions.

We make these plain statements of facts in order that other inquirers, who are looking for a good service, may know just what can be counted on in the use of your instruments.

Yours very truly,

BLACK DONALD GRAPHITE CO., LTD.

(Signed) R. F. Bunting,

Gen. Mgr.



"I GUESS THE BRIDGE WILL GO IF SOMETHING IS NT DONE RIGHT AWAY WE'D BETTER DRIVE OVER AND TELL THE REEVE ABOUT IT ATONCE"

THE 'PHONE MIGHT HAVE SAVED THE BRIDGE AND HELPED ON THE GOOD ROADS MOVEMENT

Our first magneto telephone cost over \$18,000. Expert labor, experimental work, demonstration and highest quality of material has enabled us to produce the best telephone manufactured. We invite comparison.

From the Silver Country.

TEMISKAMING TELEPHONE CO., LTD.,

New Liskeard, Ont., 6th Dec., 1909.

Canadian Independent Telephone Co.,

20 Duncan St.,

Toronto.

Dear Sirs,—

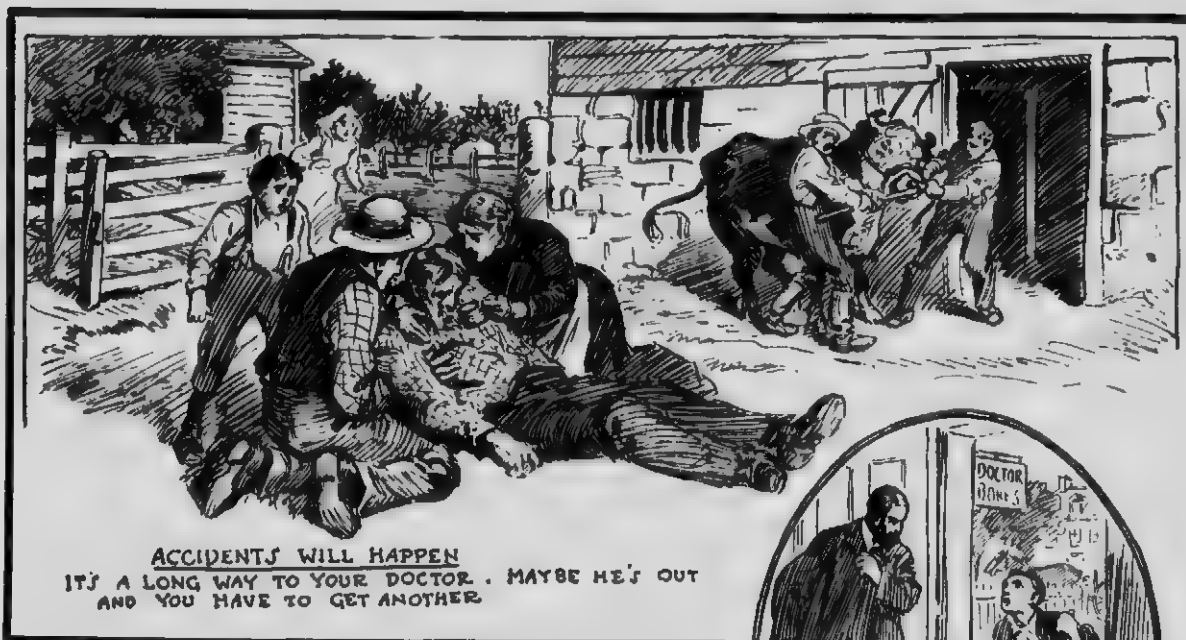
We have your favor of the 1st and note contents. We have not been using your apparatus very long, but during the few months in which we have used same, telephones in particular, they have given perfect satisfaction, being easy to keep in repair and very distinct in carrying sound.

Yours very truly,

TEMISKAMING TELEPHONE CO., LTD.

(Signed) P. R. Craven,

Sec'y-Treasurer.



ACCIDENTS WILL HAPPEN
IT'S A LONG WAY TO YOUR DOCTOR. MAYBE HE'S OUT
AND YOU HAVE TO GET ANOTHER.

Quality of construction material as well as quality
of telephones is essential to a successful telephone
system. We manufacture and sell a full line of
telephone supplies.



"HURRY,
DOCTOR,
IT'S TAKEN ME AN HOUR ALREADY TO
GET HERE."

Another Satisfied Customer.

Roseneath, Ont., Dec. 31, 1909.

The Canadian Ind. Tel. Co.

Gentlemen,—

In reply to your query of recent date, I may say that we have in use now some thirty-one or thirty-two telephones of your manufacture, all of which have given the most perfect satisfaction to the patron, and after a test of six months we have all our telephones in apparently as good condition as when first installed. Our supplies and other material which we bought from you were found entirely as represented, and it would be impossible to speak too highly of the uniform courteousness of your treatment in our many transactions.

Assuring you of our further patronage and thanking you for all the assistance and advice and other favors which we have received at your hands, we are

Yours truly,

THE ALNWICK RURAL TEL. CO.,

Per Frederick A. Aylesworth,

Sec.-Treas.



We have spent large sums of money in producing special factory equipment which will insure uniform quality and a high standard of excellence in our telephones.



We fully realise that our permanent success can only be attained by a high standard of quality in our telephones.

Another Year's Pleasant Record.

The Secretary,
Canadian Independent Tel. Co.,

Duncan St.,
Toronto.

Falkirk, Ont., Dec. 17th, 1909.

Dear Sir,—

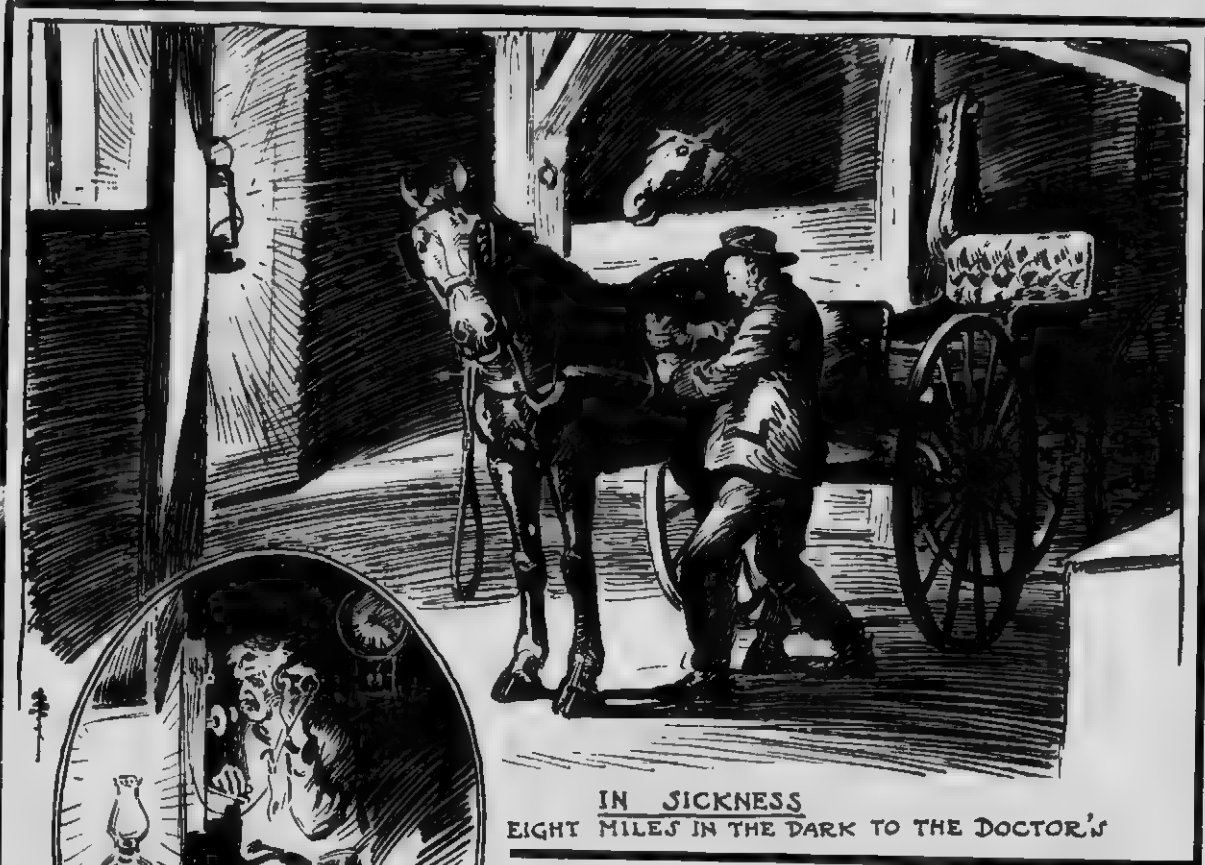
At this time of the year it would be but becoming for me, representing the Falkirk Telephone Co., to extend our season's greetings, and especially so since we are able to express our entire satisfaction with all our dealings with you through the past year. We have found the Canadian Independent Telephone Company prompt in their business, as well as courteous, and can cheerfully recommend them to all intending purchasers of telephone equipment. Some others say their telephones are "just as good." We have them, and "we" can say there is no discount on your 'phones whatever, in either appearance or quality.

Your guarantee is worth more than the paper used, and if inadvertently some mistake is made or defect or damage is unnoticed in shipping, your Company has been very prompt in remedying it.

Wishing you a successful New Year, we remain,

Yours respectfully,

(Signed) Geo. M. Shipley, Sec'y,
FALKIRK TELEPHONE CO.



IN SICKNESS
EIGHT MILES IN THE DARK TO THE DOCTOR'S

The best telephone made is the one you want on your lines. Our telephones have demonstrated in everyday service their superiority over other makes.

The Test of Comparison.

Canadian Independent Telephone Co., Ltd.,
Toronto.

Elmwood, Ont., 8th Dec., 1909.

Gentlemen,—

I have used Canadian Independent Telephones for some time, and same have given entire satisfaction. A certain telephone company of Canada, whose 'phones are highly recommended, has shipped one of their latest improved telephones to me, to compare same with a Canadian Independent telephone, and I have proven, with others, that the Canadian Independent telephone is the best in nearly every respect. Would also say that I recommend the Canadian Independent telephone very highly.

Yours truly,

(Signed) E. Bowman.



TRAIN TWO HOURS LATE !!

WISH I HAD KNOWN



*Our engineers
will gladly answer
any enquiries or
explain any tele-
phone troubles you
may have. Write
if you want infor-
mation.*

*We ask you to
give us a trial
order for telephones.
Test them on your
lines; compare them
with those you
have been using
and satisfy yourself
as to quality. We
seek the test.*

“
BEFORE
WE LEAVE
I’LL FIND OUT IF THE TRAIN IS ON TIME
”

In Sunny Alberta.

The Can. Ind. Tel. Co., Ltd.,
Toronto.

Stern, Alta., Jan. 17, 1910.

Dear Sirs,—

The instruments bought from you work like a charm, although about twelve miles of the line just runs along the barbed wire fence.

Wishing you every success in this New Year, I remain yours for telephones and upright business,

J. F. Friesen.



A New Company Well Started.

To Whom it may be of Interest:

Wroxeter, Dec. 17, 1909.

In June of this year a number of the ratepayers of this village, and the adjoining municipalities, organized a company under charter from the Provincial Government, for the purpose of building, installing and maintaining a telephone system.

We saw and examined, as well as we were competent to do, several makes of telephones, and finally gave our first order to the Canadian Independent Telephone Company of Toronto.

In so deciding, we had three cogent and clearly defined reasons:—

First.—Their 'phones were in our opinion the equal in quality and finish of any we have seen, and were recommended by those who had used them as a very superior instrument.

Second.—The Company is a purely Canadian one, and gave us an opportunity to put into practice, what we all at times preach—patronize Canadian industries.

Third.—The Canadian Independent Telephone Company are the direct outcome of the magnanimous struggle maintained by our American neighbors, against the combines, that so long rendered independent action an impossibility.

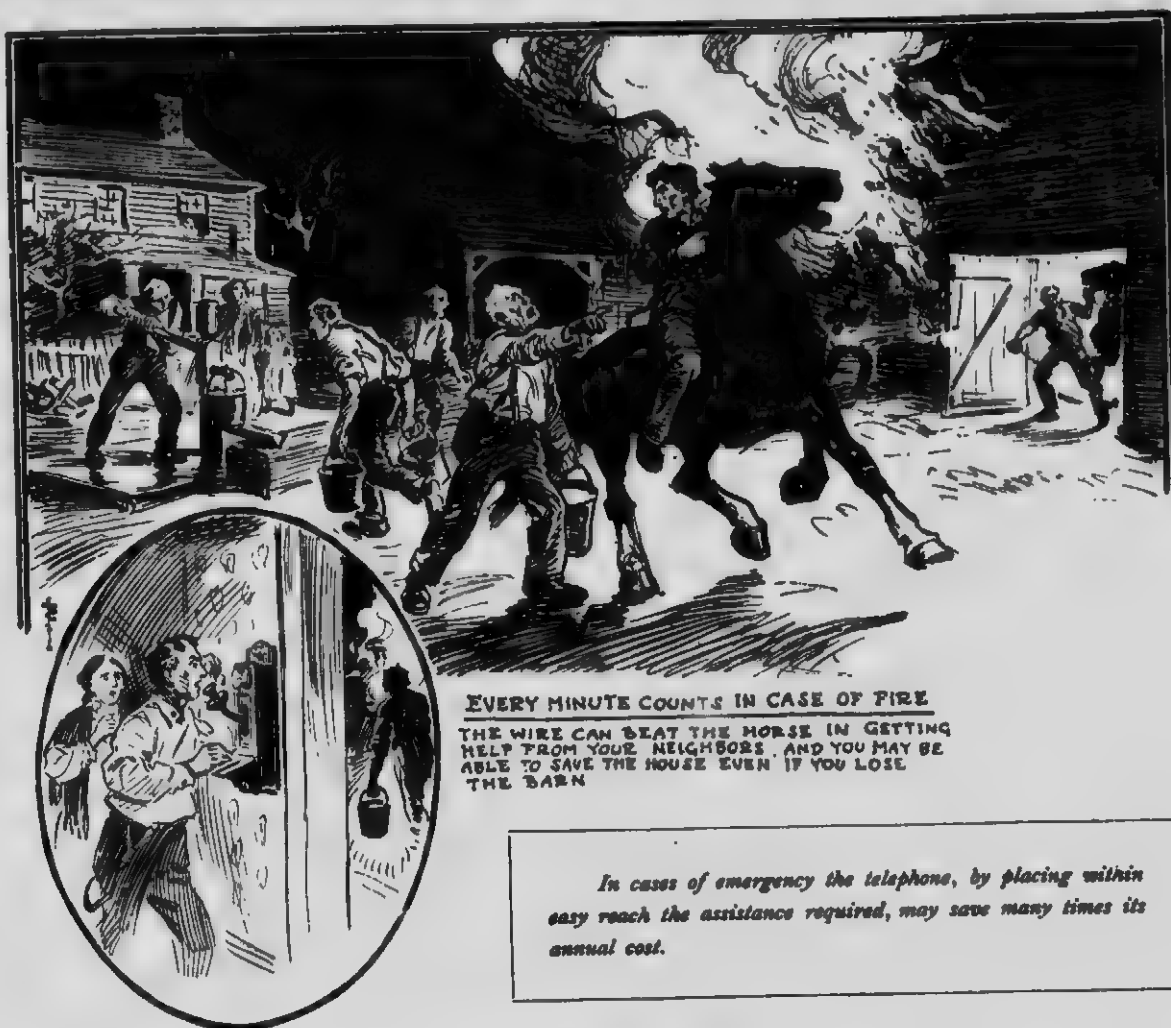
When the first telephones were installed, we could then judge for ourselves of their efficiency in operation, and we have followed our first order by seven repeat orders.

We have now in operation over one hundred telephones — every one of which is giving complete satisfaction.

I may say also that we have received very valuable aid in the matter of advice during the progress of construction.

We have every reason to express our confidence in the ability and good faith of the Canadian Independent Telephone Company.

(Signed) THE WROXETER TELEPHONE CO., LTD.
W. E. VanVelsor, Sec'y-Treas.



EVERY MINUTE COUNTS IN CASE OF FIRE
THE WIRE CAN BEAT THE HORSE IN GETTING
HELP FROM YOUR NEIGHBORS. AND YOU MAY BE
ABLE TO SAVE THE HOUSE EVEN IF YOU LOSE
THE BARN

*In cases of emergency the telephone, by placing within
easy reach the assistance required, may save many times its
annual cost.*

Splendid Satisfaction.

New Sarum, 3rd December, 1909.

Canadian Independent Telephone Co.,
Toronto.

Dear Sirs,—

We are *very* much pleased with the telephone equipment we purchased from you, especially the 'phones; they are giving splendid satisfaction. We now have thirty-eight in good working order and not a single complaint from any of our subscribers. They are all you claim for them.

Yours truly,

(Signed) Bruce Griffin,
Secretary,

YARMOUTH RURAL TELEPHONE CO.



Two features we build upon: guaranteed quality and prompt service. We depend upon these for our success.

In Newfoundland.

The Canadian Independent Tel. Co.,
Toronto.

Channel & Port-aux-Basques, Nfld., Jan. 28th, 1910.

Gentlemen,—

Your 5 bar 1600 ohm wall telephones are in use, with two other makes of 'phones, on our line of about twenty. We are very pleased with the satisfaction your telephones give and have every reason to believe they will continue to do so. In our opinion your telephones, being so strongly made, connections so durable, they must give general satisfaction, and shall be only too glad to give any information required if needed, and consider such high-class workmanship, reasonable prices and the courtesousness we have found with your company should be encouraged.

Yours very truly,

(Signed) James W. Keating,
President,

CHANNEL TELEPHONE COMPANY.



When in the city call on us. We will appreciate a visit by you to our factory, and will be glad to show you how up-to-date facilities insure uniform quality in every telephone turned out.



Our success during the past three years insures our future. We appreciate the many favors shown us by the independent operating companies and we will endeavor to merit a continuance thereof.

Prefers the Independent.

Oro Station, 9th Dec., 1909.

Canadian Independent Telephone Co., Ltd.,
Toronto.

Dear Sirs,—

As our company has on its system a number of your telephones, I wish to express my appreciation of your 'phone and also of the general treatment we have received from you. We have also on our system telephones made by other manufacturers, but we prefer your 'phone, as it seems much clearer than the others we have.

For your courtesy and prompt attention to our orders, please accept my thanks, and it would give me pleasure to recommend your company and its telephones to any rural company beginning operations.

Wishing you every success,

Yours truly,

(Signed) R. O. Bell,
Secretary,
ORO TELEPHONE CO., LTD.



During the past two years we have sold more switchboards in Ontario than all the other companies combined. Our boards are up-to-date in equipment, which means best service with least effort.

Satisfactory Telephones Help Growth.

Canadian Independent Telephone Co.,
Toronto.

Manilla, Dec. 18th, 1909.

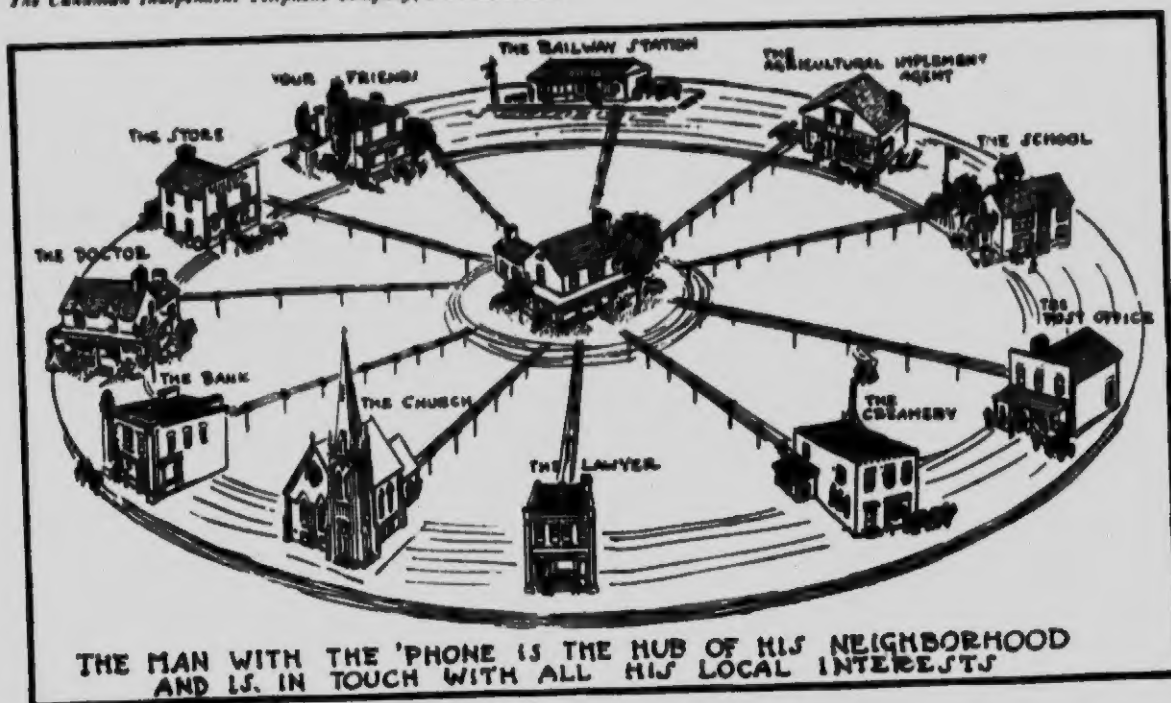
Sirs,—

We beg to say that we have had in use for over a year over thirty (30) 'phones supplied by your company, which are giving the very best of satisfaction. All who have them would not be without them for three times what they cost. I am ordering more to-day and expect to order again very soon.

Yours truly,

(Signed) R. Hamilton,
Sec'y-Treas.,

MANILLA NORTHERN TELEPHONE CO.



Stand Comparison.

THE LANSDOWNE RURAL TELEPHONE CO., LTD., Capital, \$20,000.00.

Lansdowne, Ont., 10th Dec., 1909.

Canadian Independent Telephone Co.,
Toronto.

Gentlemen,—

Another year is drawing to its close, and in looking over the past year's business, it is with pleasure I am writing to say that the business done with your company has been highly satisfactory. We have received courteous and fair treatment in all our business transactions and have been well pleased with the goods received from you. The switchboard we have from you has given us splendid service, and we have over one hundred of your telephones in operation which are doing splendid work. We have different makes of telephones on our system, about three hundred in all, which include the following makes: Swedish American, about 50; Stromberg Carlson, 60; Connecticut, 90; Northern Electric, 2; Canadian Independent, 100; in all about 302.

We consider the ones we have from you are giving us the best satisfaction and the least trouble of any we have on our system, and recommend to any company for rural telephone construction lines, your 'phones.

I hope our pleasant business relations will continue to exist, and that next year we may receive the same courteous treatment we have always had in the past.

Yours very truly,

(Signed) C. Fredenburg,

Vice-President and Manager.



The telephone will prove a pleasant factor in social life in the rural districts, and this is an important reason why it should be in every home.



Orders Talk.

Canadian Independent Telephone Co., Ltd.,
18-20 Duncan St.,
Toronto.

Gentlemen,—

We believe it is our duty to inform you that the material purchased from your company during the past two years has given general satisfaction in every respect.

The 240 telephones and three switchboards purchased are up-to-date, including the line material.

You may enter our order for fifty more telephones.

THE LEEDS & GRENVILLE INDEPENDENT TELEPHONE COMPANY.

(Signed) C. J. Johns, Managing Director.

G. W. Chapman, Secretary.

North Augusta, Ont., Feb. 1st, 1910.



IN TOWNSHIP OR COUNTY COUNCIL BUSINESS YOU WILL FIND A RURAL TELEPHONE USEFUL

A LAST WORD TO READERS

IF you are interested in what has been said in the foregoing pages, and would like any more information regarding telephone matters, write us. We will be glad to discuss telephone matters with you, whether you are already operating lines, a subscriber to an independent telephone, or are thinking of interesting yourself in securing a local telephone line or system for your community. We will be pleased to hear from you if you are interested in any way whatever.

Canadian Independent Telephone Company, Limited.

18-20 Duncan Street, Toronto, Ontario.

